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Federal Communications Commission
Washington, DC 20554

Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for quarter: 4th Quarter 2012

Licensee Information - (click to hide section)

1. Call Sign	Channel Number	Community of License		
WWLP	Analog	City	State	County
	Digital 11	Springfield	Massachusetts	Hampden
Licensee				
WWLP Broadcasting, LLC				
<input checked="" type="radio"/> Network Affiliation	NBC	World Wide Web Home Pa		
<input type="radio"/> Independent	Nielsen DMA	applicable)		
	Springfield-Holyoke MA	www.wwlp.com		
Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration		
6868		4/01/2015 (mm/a)		

Analog Core Programming - (click to hide section)

 Clear Section

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. Section 73.671(c).
3. a. Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? ☐ Yes ☐ No
 - b. Identify publishers who were sent information in 3.a.
4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete the chart below for each Core Program.

Add->

 1 empty Program Reports

Non-Core Educational and Informational Programming - (click to hide section)

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

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Sponsored Core Programming - (click to hide section)

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Add->1empty Program Reports

Program Details

Digital Core Programming - (click to hide section)

 Clear Section

7. a. State the average number of hours of Core Programming per week broadcast by the station on its main program stream. 3

b. Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? ☐ Yes ☒ No

c. If 'Yes' to 7b, the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. ☐ Yes ☒ No

If 'No' to 7c, submit as an Exhibit a Statement of Explanation. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

8. a. State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream. 168


b. State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671. 3


9. a. Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R Section 73.673? ☒ Yes ☐ No

b. Identify publishers who were sent information in 9.a.
TV Guide; Tribune Media; FYI; VVI

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program

Program 1

 Clear Program Data

 Delete Program

Title of Program 1		Origination
Noodle and Doodle		Network
		If preempted, complete Digital Preemption Report
Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions
SA[10:00A-10:30A]10/06/12-12/29/12	13	0
		Create
Length of Program	30 minutes	
Age of Target Child Audience	2 years to 5 years	

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Programming.

Noodle
and Doodle is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

Yes

No

Program 2

Clear Program Data

Delete Program

Title of Program 2
Pajanimals

Origination
Network

If preempted, complete Digital Preemption Report

Days / Times Program Regularly ScheduledTotal times aired at regularly scheduled timeNumber of Preemptions

SA[10:30A-11:00A] 10/06/12-12/29/12 130

Create

Length of Program30minutes

Age of Target Child Audience2years to 5years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.
Pajanimals
focuses on teaching bedtime routines and practicing them consistently so children can get a good night's sleep. In each episode one of the

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

Yes

No

Program 3

Clear Program Data

Delete Program

Title of Program 3
Poppy Cat

Origination
Network

If preempted, complete Digital Preemption Report

Days / Times Program Regularly ScheduledTotal times aired at regularly scheduled timeNumber of Preemptions

SA[11:00A-11:30A] 10/06/12-12/29/12 130

Create

Length of Program30minutes

Age of Target Child Audience2years to 5years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.
Poppy
Cat is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

Yes

No

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Clear Program Data

Delete Program

Title of Program 4

Justin Time

Origination

Network

Days / Times Program Regularly Scheduled

SA[11:30A-12:00P] 10/06/12-12/29/12 13

Total times aired at regularly scheduled time

13

Number of Preemptions

0

If preempted, complete Digital Preemption Report

Length of Program

30 minutes

Age of Target Child Audience

2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Justin
Time is an animated show specifically directed to the preschool audience and always conveys an embedded lesson; it is possible to understand and manage any problem you have by thinking about it

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

☒ Yes

☐ No

Clear Program Data

Delete Program

Title of Program 5

Lazy Town

Origination

Network

Days / Times Program Regularly Scheduled

SA[12:00P-12:30P] 10/06/12-12/29/12 13

Total times aired at regularly scheduled time

13

Number of Preemptions

0

If preempted, complete Digital Preemption Report

Length of Program

30 minutes

Age of Target Child Audience

2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Lazy
Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world know as Lazy Town, which is

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

☒ Yes

☐ No

Clear Program Data

Delete Program

Title of Program 6

The Wiggles

Origination

Network

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

If preempted, complete Digital Preemption Report

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SA[12:30P-1:00P] 10/06/12-12/29/12 13

0

Create

Length of Program

30

minutes

Age of Target Child Audience

2

years to

5

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

The Wiggles is an Australian children's variety show, starring musicians Tony, Murray, Greg and Jeff. During every show, the Wiggles run through

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

Yes

No

Program 7

Clear Program Data

Delete Program

Title of Program 7

Beta Records (Multicast.2)

Origination

Network

If preempted, complete Digital Preemption Report

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

0

Create

SA [8:00A-8:30A] 10/06/12-12/29/12 13

Length of Program

30

minutes

Age of Target Child Audience

13

years to

16

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

BETA Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major and indie artist interviews and unplugged performances in BETA's studios, "Electro"

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

Yes

No

Program 8

Clear Program Data

Delete Program

Title of Program 8

Ariel & Zoey, Eli Too (Multicast.2)

Origination

Network

If preempted, complete Digital Preemption Report

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

0

Create

MON-FRI [4:30P-5:00P]10/01/12-12/31 66

Length of Program

30

minutes

Age of Target Child Audience

13

years to

16

years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

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& Zoey & Eli, too (AZE2), a musical variety show that is driven by three siblings, empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who

Does the Licensee identify the program by displaying throughout the program the symbol E/I?



Yes



No

Add-> 1 empty Program Reports

11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?



Yes



No

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

Non-Core Educational and Informational Programming - (click to hide section)

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

Add-> 1 empty Program Reports

Sponsored Core Programming - (click to hide section)

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Program ID	Title of Program	Call Letters	Channel Number	Did Programming Increase?	Mark for Deletion
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Add-> 1 empty Program Reports

Program Details

Other Matters - (click to hide section)

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete the chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel, or both channels.

Program 1



Clear Program Data



Delete Program

Title of Program 1

The Wiggles

Origination

Network

Days / Times Program Regularly Scheduled

Total times to be aired

Length of Program

Age of Target Child Audience

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Help


minutes

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

The Wiggles is an Australian children's variety show, starring musicians Tony, Murray, Greg and Jeff. During every show, the Wiggles run through

Program 2

 Clear Program Data

 Delete Program

Title of Program 2

The Chica Show

Origination

Network

Total times to Length of

Days / Times Program Regularly Scheduled be aired Program Age of Target Child Audience


SA[10:00A-10:30A] 02/09/13-03/30/13 8 30 2 years to 5 years


minutes

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Chica is a five-year old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly,

Program 3

 Clear Program Data

 Delete Program

Title of Program 3

Pajaniamls

Origination

Network

Total times to Length of

Days / Times Program Regularly Scheduled be aired Program Age of Target Child Audience


SA[10:30A-11:00A] 01/05/13-03/30/13 13 30 2 years to 5 years


minutes

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Pajanimals focuses on teaching bedtime routines and practicing them consistently so children can get a good night's sleep. In each episode one of the

Program 4

 Clear Program Data

 Delete Program

Title of Program 4

Poppy Cat

Origination

Network

Total times to Length of

Days / Times Program Regularly Scheduled be aired Program Age of Target Child Audience

SA[11:00A-11:30A] 01/05/13-03/30/13 13 30 2 years to 5 years

minutes

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

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Help

cut is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story

Program 5



Clear Program Data



Delete Program

Title of Program 5

Justin Time

Origination

Network

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
SA[11:30A-12:00P] 01/05/13-03/30/13 13	30	minutes	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Justin

Time is an animated show specifically directed to the preschool audience and always conveys an embedded lesson; it is possible to understand and manage any problem you have by thinking about it

Program 6



Clear Program Data



Delete Program

Title of Program 6

Lazy Town

Origination

Network

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
SA[12:00P-12:30P] 01/05/13-03/30/13 13	30	minutes	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Lazy

Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world know as Lazy Town, which is

Program 7



Clear Program Data



Delete Program

Title of Program 7

Noodle and Doodle

Origination

Network

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
SA[12:30P-1:00P] 01/05/13-03/30/13 13	30	minutes	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Noodle

and Doodle is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a

Program 8



Clear Program Data



Delete Program

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Beta Records (Multicast.2)

Network

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
SA[8:00A-8:30A] 01/05/13-03/30/13	13	30 minutes	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

BETA

Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major and indie artist interviews and unplugged performances in BETA's studios, "Electro"

Program 9



Clear Program Data



Delete Program

Title of Program 9

Origination

Ariel & Zoey, Eli Too (Multicast.2)

Network

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
MON-FRI [4:30P-5:00P]1/1/13-3/29/13	64	30 minutes	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Ariel

& Zoey & Eli, Too (AZE2), a musical variety show that is driven by three siblings, empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who

 1 empty Program Reports

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)? ☒ Yes ☐ No

16. Children's Programming Liaison Information

Name

Kathy Stewart

Telephone Number (include area code)

413-377-2235

Address

1 Broadcast Center

Email Address

kstewart@wwlp.com

City

Chicopee

State

Massachusetts

Zip Code

01013

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.

The

licensee has reviewed internal station records and documentation provided to us by program suppliers for compliance with the FCC's commercial limits in children's programs (47 C.F.R. Section 73.670#

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(U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee	Signature
WWLP Broadcasting, LLC	
Date	
01/08/2013	

Electronic Filing Operations

[Check Data](#) Run checks to look for data errors.

[File Form 398](#) Send the values to the FCC as an FCC 398 filing.

[Reset](#) Reset data to last updated values.

[Update Local Data](#) Update data into this form (so that it can be saved locally with your browser's File/Save As command). This will allow you to restart this form in the future by using File/Open File.

[Report to Print](#) Get a version of this FCC 398 Report for printing.

====> [Get Online Filing System User's Manual](#)

====> [Get Official FCC 398 Instructions](#)